5/4/50

ALL ANNOUNCERS

PROFESSIONAL AS YOU MAY THINK IT SOUNDS, THE EXPRESSION "BUT FIRST A WORD FROM OUR SPONSOR" IS SO TIRED AND WORN OUT THAT I GET MORE AND MORE ILL EACH TIME I HEAR IT.

PLEASE TRY AND AVOID IT ON ALL BROADCASTS.

ALSO, AND THIS CONCERNS COLLEGE NEWS AND SPORTS PAGE ANNOUNCERS MOST OF ALL, GIVE SOME SORT OF CLOSE OUT TO THE BODY OF THE PROGRAM---DON'T JUST STOP AT THE END OF YOUR LAST ARTICLE. XXXX. EG: "AND THAT'S THE NEWS."

HOWIE HF

A

WYBC - THE YALE BROADCASTING CO., INC.

NOTIFICATION OF NEW ACCOUNT

NAME OF SPONSOR ____________________

ADDRESS ____________________ PHONE ____________

PROGRAM TO BE SPONSORED ____________________

LENGTH OF PROGRAM ____________ MINUTES HOUR ____________

LENGTH OF SPOT ____________ MINUTES HOUR ____________

DAYS OF WEEK ____________________

COMMENCEMENT DATE ____________ TERMINATION DATE ____________

SPECIAL STRESS ON: (TO CONTINUITY) ____________________

____

AMOUNT $ ________ SALESMAN ____________ POINTS ________

COPY TO (CHECK) BUSINESS ________ PROGRAM ________ CONTINUITY ________

____________ DO NOT WRITE IN THIS SPACE ____________

OK'D BY: ACCOUNT EXEC. ______ CHIEF SOLIC. ______ ASS'T BUS MGR ______